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FOR IMMEDIATE RELEASE

REVOLUTIONARY PENDA VENTURE™ TONNEAU COVER READY TO TRANSFORM PRODUCT CATEGORY

From its High-Strength, Lightweight Construction to Smooth Underside and Premium Dual-Lock Security, New Tonneau Cover is the Best Choice for Today's Truck Owners

ATLANTA, March 23, 2007 – The new **Penda Venture™** thermoplastic tonneau cover, officially launched in conjunction with the 2007 SEMA Spring Expo here, is the first tonneau cover to combine premium high-strength, lightweight construction and sophisticated styling that includes an attractive, rib- and brace-free interior surface.

The new Penda Venture also features an advanced installation and connection system that makes it faster and easier than any other rigid cover to install, remove and use.

Now available to truck accessories dealers across North America, the Venture's unprecedented versatility is made possible through an exclusive V-hinge™ quick-release system that enables the truck owner to detach and remove the unit in a matter of seconds. The Venture also includes premium, quick-disconnect lift assists and an exclusive single-key dual-locking system that is seamlessly recessed into the unit body for an OE-style look.

"This exciting product represents the category's new standard for technology and quality," said Mike Deckard, vice president of marketing and sales for Penda Corporation. "By choosing the Penda Venture, retailers and truck owners will enjoy a level of appearance, functionality and security that's never existed before in the aftermarket."

The Penda Venture features a lightweight co-extruded tonneau body that is easy to raise, can quickly be removed for occasions when full truck bed access is needed, and provides the ultimate in security. The Venture requires no drilling into the truck bed for installation and features no unsightly braces or ribs on its underside, enabling customers to easily carpet the interior surface.

The Venture's weather-tight sealing system prevents leakage and other concerns common to conventional caps and tonneau covers. The new tonneau cover's deep-black exterior won't fade or crack.

Penda is supporting sales of the Venture tonneau through a broad array of marketing activities and innovative merchandising tools. The company also has introduced a unique “mini-display” featuring a fully functional Venture unit that can be used to demonstrate the construction, V-hinge installation/removal, and security benefits to prospective buyers.

For additional information regarding the new Penda Venture thermoplastic tonneau or other Penda Truck Accessories products, please contact your Penda representative, visit www.penda.com, or call **(608) 742-5301**.

About Penda Automotive

Penda Automotive is a division of Penda Corporation, Portage, Wis., a leading manufacturer of precision-engineered thermoplastic components and technologies for the transportation industry and other markets. The Penda Automotive division is the premier supplier of original equipment and aftermarket light-truck bedliners, thermoplastic tonneau covers and popular vehicle accessories. Additional company and product information is available online at www.penda.com

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